SUN68 FALL/WINTER COLLECTION 2018-19

MAN FW18 COLLECTION

The FW18 men’s collection has been conceived to create a new image closer to refined clothing and less sporty, starting with the iconic polo-shirt, which has made the history of SUN68, reinterpreted with new colour palettes and new details.

The collection mood board is basically divided into two sections, taking inspiration both from the "sport heritage" and from the "rugby" world.

The first section emerges from the latter tendency of Athleisure: the world of sportswear belongs to our daily lives, formal and casual items are now mixed together to create new outfits and enhance everyone’s individuality.

Coats freely matched with track tops, formal jackets with nylon garments and worn with sneakers.

Highlights of this section are: heritage colors blue, red, green and white, cotton fleece hoodies combined with nylon inserts, patches with retro taste, polo-shirts with knit neck.

The Athleisure mood is shown on sweatshirts and t-shirts with graphics inspired to the gym and college world, and then on kitwear in merinos yarns, with a modern and clean look and characterized by striped hems with a sporty flavour.

The second group takes inspiration from the typical rugby uniforms, with the classic stripes, new jacquards, regimental patches and new materials such as the lightweight tweed, developed in grey, blue and brown palettes, also on knitwear and jackets.

The group includes new yarns, featuring the classic regimental colours such as burgundy, blue, dark green and ochre yellow, and shirts ranging from the classic oxford to the tartan patterns.

The comeback of corduroy is seen on trousers and jackets.

Highlights of this section are: warmer shades of colours such as tobacco and honey, new textures and different weights on knitwear, renovated and more dynamic shapes.